**ORDER** 



KLAS

Cash

15%

Mike Jones

Order / Rev: 37575 Alt Order #: 08879973 Product Desc: Issue

Estimate: 2029

Flight Dates: 10/16/12 - 10/27/12 Original Date / Rev: 10/11/12 / 10/17/12

**GENERAL** Order Type:

Primary AE:

Sales Office:

Billing Type:

Sales Region:

K-WAS National

Name: Agency

**Buying Contact:** Billing Contact:

Waterfront Strategies

1010 Wisconsin Avenue Washington, DC 20007

Billing Calendar: Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

Advertiser

Orders

Name:

Patriot Majority

Demographic:

A35+

Product Codes: Priority:

PO4 LV1

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	rt Date End Date # Spot		Gross Amount	Net Amount		
10/01/12	10/27/12	57	\$265,750.00	\$225,887.50		

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$265,750.00	\$225,887.50	0.00
Totals	57	\$265,750.00	\$225,887.50	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$265,750.00
Market	100%	\$885,833.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$221,458.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$44,291.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 1	8	10/22/12	10/22/12	8 News Now 6a M-F	CM	6-7a	M	:30 1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
				8 News Now 6a M-F	:							
	8 NEW	S NOW AT	5-7AM									
	Sta	rt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating					
V	eek: 10/	16/12	10/22/12	M	_ 1	\$3,000.00	0.00					
E 2	8	10/23/12	10/27/12	8 News Now 6a M-F	CM	6-7a	MTWTF	:30	\$3,000.00LV1	0.00 NM	3	\$9,000.00
				8 News Now 6a M-F	=							

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**KLAS** 

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10/16/12 - 10/27/12

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2029

Ln Ch Start End 8 NEWS NOW AT 5-7A		Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End D</u> Week: 10/23/12 10/29/		<u>Rate</u> \$3,000.00	Rating 0.00					
E 5 8 10/22/12 10/2	•	7-9a	M	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
CBS This Morning CBS THIS MORNING								
<u>Start Date</u> <u>End D</u> Week: 10/16/12 10/22/		Rate \$3,000.00	Rating 0.00					
E 6 8 10/23/12 10/2	7/12 CBS This Morning 7-9a CM CBS This Morning	7-9a	MTWTF	:30	2 \$3,000.00LV1	0.00 NM	2	\$6,000.00
CBS THIS MORNING			<b>-</b>					
Start Date End D Week: 10/23/12 10/29/		<u>Rate</u> \$3,000.00	Rating 0.00					
E 9 8 10/21/12 10/2	7/12 8 News Now Sun AM #1CM 8 News Now Sun AM #1	8 News Nov	Sun AS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
Start Date End D		Rate	Rating					
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		\$1,500.00 \$0.00	0.00 0.00					
E10 8 10/16/12 10/2	_	9-10a	MTWTF	:30	3 \$2,000.00LV1	0.00 NM	6	\$12,000.00
LIVE! WITH KELLY	Live w/Kelly							
Start Date End D		Rate	Rating					
Week: 10/16/12 10/22/ Week: 10/23/12 10/29/		\$2,000.00 \$2,000.00	0.00 0.00		· _			
E 11 8 10/16/12 10/2		12-1230p	MTWTF	:30	4 \$2,000.00LV1	0.00 NM	4	\$8,000.00
8 NEWS NOW AT NOO	8 News Now Noon M-F N							
<u>Start Date</u> <u>End D</u> Week: 10/16/12 10/22/		Rate \$2,000.00	Rating 0.00					
E 12 8 10/23/12 10/20		12-1230p	-TWTF	:30	4 \$2,000.00LV1	0.00 NM	4	\$8,000.00
O AUCIAIO AIONAI AT AIOO	8 News Now Noon M-F							
8 NEWS NOW AT NOO Start Date End D		Rate	Rating					
Week: 10/22/12 10/28/		\$2,000.00	0.00		0.00.000.00	0.00.1114		040 000 00
E15 8 10/16/12 10/2	7/12 Ellen CM Ellen	3-4p	MTWTF	:30	2 \$2,500.00LV1	0.00 NM	4	\$10,000.00
Start Date End D	<del>_</del>		Rating					
Week: 10/16/12 10/22/ Week: 10/23/12 10/29/		\$2,500.00 \$2,500.00	0.00 0.00					
	2/12 8 News Now 4p M-F CM	4-5p	MTWTF	:30	5 \$2,500.00LV1	0.00 NM	5	\$12,500.00
8 NEWS NOW AT 4PM	8 News Now 4p M-F & 430PM							
Start Date End C			Rating					
Week: 10/16/12 10/22 E 18 8 10/23/12 10/2	12 MTWTF 5 7/12 8 News Now 4p M-F CM	\$2,500.00 4-5p	0.00 -TWTF	:30	4 \$2,500.00LV1	0.00 NM	4	\$10,000.00
	8 News Now 4p M-F	· -F	,		,			, <del>-</del>
8 NEWS NOW AT 4PM Start Date End D		Rate	Rating					
Week: 10/23/12 10/29		\$2,500.00	0.00					
E21 8 10/16/12 10/2	6/12 8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	MTWTF	:30	4 \$3,000.00LV1	0.00 NM	8	\$24,000.00
8 NEWS NOW ROTATI	ON							
Start Date End C Week: 10/16/12 10/22		<u>Rate</u> \$3,000.00	Rating 0.00					
Week: 10/10/12 10/22 Week: 10/23/12 10/29	-	\$3,000.00	0.00					
E 22 8 10/20/12 10/2	7/12 Politics Now S Sebelius CM Politics Now S Sebelius	Various (5:30 PM-6:0	S- 00 PM)	:30	1 \$3,000.00LV1	0.00 NM	2	\$6,000.00
POLITICS NOW		,						
Start Date End D Week: 10/15/12 10/21		Rate \$3,000.00	Rating 0.00					
Week: 10/15/12 10/21 Week: 10/22/12 10/28		\$3,000.00	0.00				l	

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Order / Rev:

37575

(h) MG for 38.1 10/18

Advertiser:

Patriot Majority

Alt Order #:

08879973

**Product Desc:** 

T date majority

Flight Dates:

10/16/12 - 10/27/12

Estimate:

2029

KLAS

**Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 10/16/12 10/16/12 Tue 9-10p СМ :30 2 \$20,000.00 LV1 0.00 NM \$40,000,00 E 25 9-10p R NCIS: LA NCIS: LOS ANGELES Rate Start Date End Date **Weekdays** Spots/Week Rating -T----0.00 Week: 10/15/12 10/21/12 2\$20,000.00 10/20/12 10/27/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 1 \$2,500.00LV1 0.00 NM \$5,000.00 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Spots/Week Rating Start Date End Date Weekdays Rate 10/21/12 ----SS 1 \$2,500.00 0.00 Week: 10/15/12 ----S-Week: 10/22/12 10/28/12 1 \$2,500.00 0.00 8 10/23/12 10/27/12 Craig Ferguson CM 1237a-137a MTWTF--:30 1 \$1,200.00LV1 0.00 NM \$1,200.00 E 33 Craig Ferguson (12:37 XM-1:37 XM) LATE LATE SHOW Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/23/12 10/29/12 -TWTF--1 \$1,200.00 0.00 M-----2\$20,000.00LV1 0.00 NM Mon 9-10p CM :30 \$40,000.00 N 34 8 10/22/12 10/22/12 9-10p Hawaii Five-O Start Date **End Date Weekdays** Spots/Week Rate Rating 2\$20,000.00 0.00 Week: 10/22/12 10/28/12 :30 1 \$8,400.00LV1 0.00 NM \$8,400.00 10/20/12 10/20/12 Sat Prime Special CM 8-10p ----5-KLAS Movie: Escape From NY Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----S-1 \$8,400.00 0.00 10/21/12 10/21/12 NFL Reg Season Game&M NFL Football Reg. ----S :30 1\$41,450.00LV1 0.00 NM \$41,450.00 NFL Football Reg. Season Start Date Weekdays Spots/Week Rating **End Date** Rate Week: 10/15/12 10/21/12 ----S 1\$41,450.00 0.00 ----S-0.00 NM 8 10/20/12 10/20/12 Sat Prime Special СМ 8-10p :30 2 \$8,300.00LV1 \$16,600.00 N 37 KLAS Movie: Escape From NY (8:00 PM-10:00 PM) Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/15/12 10/21/12 ----S-2 \$8,300.00 -TWTF--:30 \$100.00LV1 0.00 NM 1 \$100.00 10/16/12 10/19/12 8 News Now 4-5a CM 4-5a N38 8 News Now 4-5a **Weekdays** Spots/Week Rating Start Date End Date Rate 10/21/12 \$100.00 0.00 Week: 10/15/12 1 **Spot** Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type :30 <del>(\$100.00)</del> 0.00 NM -TWThF----8 10/15/12-10/21/12 8 News Now 4-5a 4-5a 1 See MG 38.2 ---Th----:30 \$100.00 0.00 NM 8 10/18/12-10/18/12 8 News Now 4-5a 4-5a